



MOH'D AYMAN ABU ZAHRA

- **Date of birth:** Aug, 1978 ● **Nationality:** Jordan/Pakistan
- **Phone number:** +962 79 9413171 ● **Email address:** abuzahra78@gmail.com

Profile

General management professional with over 20 years progressive experience in strategic planning, operational efficiency, team building and project management in hospitality industry. A multilingual hotelier with transmissible energy, always pushes the envelopes, using previous experience to explore improved method and process. Proven track record of driving profitability through strategic growth with hunter and challenger mindset.

Work Experience

08/2007 – present
Amman, Jordan

General Manager Larsa Hotel

- Developing and implementing strategies to achieve a larger market share and attract new segments.
- Having full commercial and operational command of the hotel. Working closely with all departmental heads to ensure the smooth operation of hotel at all levels.
- Always looking to expand the hotel's revenue stream, whilst maintaining and developing its core business base.
- Set-up new and improve existing business relation to identify and capture business opportunities in the hospitality industry.
- Driving the sales culture in the hotel through active involvement in the sales process.
- Conduct a periodic review on performance versus goals.
- Preserve and develop new strategic alliances with customers and market industry players.
- Managing guest expectations and requirements and have high engagement with guests throughout their stay.
- Making sure the hotel is in compliance with all federal and state laws.
- Liaise with other managers to understand all needs of development, and to ensure achievement of operational objectives.
- Oversee HR matters including interviewing, hiring, training, assigning work, coaching/counselling, and performance appraisals.
- Conduct training program for the staff in order to enhance services and provide a scope for them to augment their skills.
- Establish and maintain preventative maintenance programs to protect the physical assets of the hotel.

09/2005 – 08/2007
Amman - Jordan

Assistant General Manager Larsa Hotel

01/2004 – 09/2005
Amman, Jordan

Front Office Manager Palm Palace Hotel

06/2002 – 01/2004
Amman, Jordan

Assistant F.O.M & Reservation Palm Palace Hotel

05/2000 – 06/2002
Amman, Jordan

Receptionist White House Hotel & Apartments

03/1998 – 04/2000
Amman, Jordan

H.K - F&B Department New Park Hotel

Areas Of Expertise

Operation Management

Event Management

Sales & Marketing

Hotel Security

F&B Management

Corporate Hospitality

Front Desk Management

Relationship Management

Health & Safety

Licensing Law

Languages

Arabic
NATIVE

English
PROFESSIONAL

Urdu
FULL

Punjabi
FULL

Hotel Management Skills

- Competent hotelier with extensive experience of demonstrative success of over 20 years with depth knowledge of hotel operations and procedures.
- Multilingual with good communication skills
- Dynamic, savvy and self-motivated professional.
- Excellent skill sets in developing effectual strategies to retain brand loyalty, maximize business, ensure growth and stability.
- Courteous and sharp sensibilities in recognizing esteemed clients.
- Great ability to manage difficult or emotional customer situations and acting with highest ethical standards.
- Knowledge of how to influence the behavior of others to achieve goals and get things done.
- Proven strengths in effectively leading teams comprising people of diverse cultures and nationalities.

Achievements

• "Century International Quality ERA Award in Gold Category" In Geneva (2013)

Instrumental in achieving "Century International Quality ERA Award in Gold Category" In Geneva March 2013 for recognized Commitment to Quality and Excellence.

• Key role to win three "Outstanding Performance Award" (2012 – 2016)

Key role to win two consecutive "Outstanding Performance Award" in 2012 & 2013" by JHA (Jordan Hotel Association). Managed to win best 3 star corporate business hotel in Jordan on 2016

• Leading Role to win Service Excellence Award by Trip Adviser

Managed with my team to achieve service Excellence Award by Trip Advisor for year 2012

• Reopening Project

Joined the hotel from the reopening phase and involved in reopening project management

• Key Role to get business from government organizations

Key role to finalize contracts with Government delegations and sport teams and achieved outstanding results by increased revenue and improved hotel positioning.

• Incremental Revenue & Hotel Positioning

Researched market to establish marketing strategies and improved hotel positioning introduced lot of new ideas and concepts which resulted in extra incremental revenue of more than 13% than the previous years.

• TripAdvisor Ranking

Moved the TripAdvisor ranking from 86 to 4 position out of 122 hotels participating. Managed to consistently earn top rating from TripAdvisor Travelers. With a rating of "4.0" place among the "Very Best" Managed Expedia guest rating 4 out of 5

• Improved Hotel Rating

Managed to earn Booking and Agoda guest rating "Very Good – 8.5

• Hotel Upgrading

Major role in 4 star upgrading procedure through lot of new initiatives & operation changes.

• HACCP Certificate

Successfully managed to get HACCP Certificate. 2019 07 06 Page 2 of 3



Education

1993 – 1995
Pakistan

Major in Science | MATRIC (S.S.C)
City Public High School



Publications

2013

Appreciation Certificate for Outstanding Quality Award
Alrai News

Received Century International Gold Quality Era Award & Jordan Hotel Association Award

2012

TV INTERVIEW - JOSAT TV CHANNEL

Outstanding Performance Award

2013

TV INTERVIEW - Al Tagheer TV Channel

<https://www.youtube.com/watch?v=i0vcgU82k5U>

Guest in morning program "Sabah Al Nahrain" "Outstanding Performance Award" by JHA

2013

Moh'd Ayman Abu Zahra , General Manager of Larsa Hotel Amman from Jordan receives the BID Award.

ADARRI Magazine

The Century International Quality Era Award acknowledges the strong commitment to quality and excellence. Received the era from President of BID Jose E. Prieto in Geneva.



Awards

2016

Outstanding Performance Award

Jordan Hotel Association

2013

Century International Quality ERA Award in Gold Category In Geneva

International Quality Era Award

2013

Outstanding Performance Award 2012 - 2013

Jordan Hotel Association



Certificates

12/2014

Thanks & Appreciation Certificate

By Mr. Abdullah Naser Alamri - UAE Ambassador

02/2008

Security Awareness and Public Safety

by Mr. Atef Alsoudi - Brigadier General Commander of the Capital Region

2005

Appreciation Certificates

Appreciation letter from Palm Palace Hotel - Jan'2005 & March'2005



References

Michael Nazzal - Jordan Tourism Association

Member of Senate President of Tourism Association/Tourism Consultant
+962795656655/mnazzal@orange.jo

Hussam Mathbout - Booking.com

+971553404430/hussam.mathbout@booking.com

Ziad Dakkak (CEO) - Dakkak Travel Agency

+962795522367/zdakkak@dakkak.com